

PACKAGING GUIDELINES

Vermont Packaging Website

**If you have questions about creating or submitting packages or are having problems with adding pictures;
contact Christiane.Skinner@state.vt.us at 802-828-5905.**

Properties and attractions that list their packages have the advantage of being listed in multiple locations on the web, thereby increasing the chances of a consumer clicking through to their website. Packaging also offers the opportunity to partner with other Vermont businesses to offer unique experiences.

Themes

Each package must include lodging along with an added value which has to be prepaid with the cost of the package to be included in one of the following theme:

(a meal plan does not meet requirement except for a Thanksgiving, Christmas, New Year's Holiday or Cooking Demonstration).

Themes are subject to change, new ones are added when we have special promotions.

- Arts & Culture: such as admission ticket to museum, theater tickets
- En Français: if an innkeeper is French speaking, their package will be translated and listed in this section. These packages are promoted on VermontVacation.com/francais . An email should be sent to Christiane.skinner@state.vt.us
- Farm Experience: Farm stay or admission to a farm included in this package.
- Haunted Highways: There are ghost stories about your inn? Tell us about it.
- Learning Experience: non-sport classes such as cooking class, quilting seminar.
- Midweek Lodging Specials: To promote travel from Sunday through Thursday, add a special gift or free nights (stay 3 nights, get 4th free), extra discount on top of normal midweek rates.
- Midweek other specials : offered to non-lodging business such rent a bike for one hour and pay for only a 30 min bike rental, etc
- Offering Gas Specials: offer a gas card to your stay.
- Romantic Getaway: include a sleigh ride, special gift basket.
- Shopping Experience: include a gift certificate to local business.
- Spa/Fitness: massage, exercise class.
- Special events: Maple open house w/maple syrup or other Vermont event with admission cost, Special meal for Christmas or New Year celebration.
- Special promotion: a package that does not fit in another category, must email Christiane.skinner@state.vt.us .
- Stay Park and Fly: overnight stay by Burlington airport with parking and shuttle to the airport.
- Summer recreation: Bike rental, golf, etc
- Vermont by Rail: needs to include transportation from the train station to the lodging property along Amtrak's Vermonter route.
- Vermont Civil War 150: may include a tour or a book on Civil War in Vermont.
- Weddings in Vermont: must include a basic wedding package along with lodging for the couple.
- Winter recreation: Include ski tickets, snowmobile rental.

All packages contain the notice that "Blackout dates may apply" which can be holiday period or fall foliage, etc.

Commissionable?

If you wish to have your package promoted to the travel industry, it must be commissionable at 10% to travel agent. This is not mandatory. You need to advise Christiane.Skinner@state.vt.us if commissionable. Please remember that commissions are ONLY paid if a travel agent books with you directly.

This is not a fee paid to VDTM, this fee is paid after the guest's departure to the travel agency.

How to update your business on the Travel Planner to add a package:

- To enter your business, go to the [Vermont Business Registry](#).
- Select UPDATE my business.
- Enter your e-mail address and your password. If you forgot your password, it can be mailed to you from this page.
- The next page should say "Welcome" at the top. From here you can update your business information and you will find "Vacation Package" add/edit. This is where you would enter your packages. It may take up to 3 days to approve before it becomes live.

Christiane would be happy to help in listing the package, send the information or the link to your webpage to: Christiane.skinner@state.vt.us .